City of Barrie

70 Collier Street
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Final

Heritage Barrie Committee

Wednesday, February 9, 2022 | **6:30 PM** | **Virtual**

For consideration by the City Building Committee on March 8, 2022

The meeting was called to order by Chair, Councillor, C. Riepma 6:31 p.m. The following were in attendance for the meeting:

Present: 9 - Councillor C. Riepma
Councillor J. Harris
Vice Chair C. Froese
C. Colebatch
D. Exel
K. MacKinnon
S. Mackinnon
S. Marchant
D. Moore

STAFF:
Committee Support Clerk, T. Maynard
Communications Advisor, M. Rumley
Executive Director of Access Barrie, R. James-Reid
Manager of Communications, C. Harris
Planner, T. Wierzba.

CONSULTATION CONCERNING MOTION 22-G-006, HOLLY COMMUNITY CENTRE NAMING RIGHTS

Councillor Riepma provided an overview of motion 22-G-006 concerning the Holly Community Centre Naming Rights and renaming of the centre as the "Peggy Hill Team Community Centre".

Rebecca James-Reid, Executive Director of Access Barrie provided an overview of the vision for the "Peggy Hill Team Community Centre" which will include an opportunity to showcase and educate the community on the history of the Holly community. Cheri Harris, Marketing and Communications Manager described the location in the community centre for a historical display and the potential to incorporate a collage of photographs depicting the history of the Holly area.

The Committee discussed and provided its feedback and suggestions to Ms. James-Reid and Ms. Harris, such as adding a historical display, in addition to the community centre to the Holly Library, honouring the Veterans of Holly and the potential to incorporate signage throughout the City to educate the community on each of the areas of Barrie.

Ms. James-Reid discussed the next steps and proposed timelines related to the Community Centre. Deb Exel and Craig Froese advised that they will assist staff in Access Barrie with historical information related to the Holly area.

ALLANDALE GO STATION ART PROJECT

Councillor Jim Harris provided an update concerning the Allandale GO Station Art Project. He explained that meetings with Metrolinx have been delayed but that staff in Economic and Creative Development and Development Services Departments are continuing work behind the scenes concerning the art project.

COMMUNICATION STRATEGY

Shelley Marchant and Tomasz Wierzba, Planner provided an update concerning a draft of the communication strategy toolkit for the Heritage Barrie Committee. Melanie Rumley, Communications Advisor explained that staff in Access Barrie will review the Committee's communication strategy to ensure it is aligned with the City's Corporate Policies.

Rebecca James-Reid, Executive Director of Access Barrie explained that staff in Access Barrie would be happy to support the great work of the Committee.

WALKING TOUR GUIDES

Tomasz Wierzba, Planner provided an update concerning the walking tour guidebooks. He highlighted that a consolidated digital version of the Walking Tours Guides can be located on the City's website at barrie.ca. Mr. Wierzba explained that ideas related to enhancements for the walking tour guides will need to be communicated to staff in Access Barrie for their review and feedback.

Deb Exel provided a presentation concerning the walking tour guides. Ms. Exel discussed slides concerning the following topics:

- The background and history of the walking tours;
- The content of the current walking tour guides;
- The potential historical neighbourhood walking guide enhancements;
- Examples of historic images and creation of neighbourhood walking guide for Sunnidale Road; and
- The next steps to be undertaken regarding the project.

The Committee provided its feedback and suggestions to Ms. Exel, Mr. Wierzba and Ms. Rumley concerning the walking tour guides and received responses. Further discussion will take place at a future meeting concerning the walking tour guides.

HERITAGE BARRIE AWARDS

Tomasz Wierzba, Planning advised that all recipients of the 2021 Heritage Barrie Awards have been notified and invited to the award ceremony scheduled for the City Council meeting on February 14, 2022. Mr. Wierzba explained that he is preparing presentation material for the award ceremony and working with staff in the Mayor's Office concerning certificates for the group category recipients of the 2021 Heritage Barrie Awards.

Melanie Rumley, Communication Advisor advised that a media release concerning Heritage Week and the 2021 Heritage Barrie Awards will be shared through the City's social media channels and website.

2022 HERITAGE WEEK

The Committee discussed the 2022 Heritage Week. Councillor Riepma advised that he would notify staff in the Mayors Office concerning a proclamation for Heritage Week between February 21st to February 27th, 2022.

EDUCATIONAL MATERIAL FOR HERITAGE EVENTS

Kayleigh MacKinnon advised that there was no report to provide concerning educational material for heritage events.

2022 WORK PLAN UPDATE

Tomasz Wierzba, Planner provided an update regarding the 2022 Work Plan. The Committee discussed and provided their feedback to Mr. Wierzba regarding tasks associated with the 2022 Work Plan related to heritage plaque guidelines, historic street signage, historic walking tours, historic neighbourhoods, historic utility box wraps and events to educate and promote history in Barrie.

David Moore and Craig Froese will organize the Committee's attendance in the Open Air Dunlop and Barrie Farmers Markets event.

2022 TOURISM, CULTURE AND SPORT GRANT APPLICATION

Tomasz Wierzba, Planner and Shelley Marchant provided an update concerning the County of Simcoe's 2022 Tourism, Culture and Sport Grant Application.

The Committee discussed the grant application requirements and decided not to apply for the 2022 Tourism, Culture and Sport Grant.

PRESENTATION TO BARRIE AND DISTRICT ASSOCIATION OF REALTOR(S)

Cathy Colebatch advised that the presentation to the Barrie and District Association of Realtors has tentatively been scheduled for February 24, 2022, and that she has been working on preparing the presentation material. She explained that the focus of the presentation will be to provide an understanding about listed and designated properties.

The Committee discussed preparing a brochure about designating and listing properties.

STATUS OF MUNICIPAL HERITAGE REGISTER

Tomasz Wierzba, Planner provided an update concerning the Status of Municipal Heritage Register. He advised that he has been working on updating photographs of properties missing pictures on the register.

DEVELOPMENT APPLICATIONS UNDER REVIEW

Tomasz Wierzba, Planner provided an update concerning Committee of Adjustment Application for 118 Peel Street.

The Committee provided comments related to greenspace, parking area, height and mass, accessory dwelling units, neighbourhood streetscape, accessible parking and received responses from Mr. Wierzba.

ADJOURNMENT

The meeting adjourned at 8:57 p.m.

CHAIRMAN